

Uptown Threads

and

Thread Up Oxford

BRAND STYLE GUIDE

CONTENTS

BRAND TONE AND VOICE.....	1
LOGO FORMATS.....	2
COLORS.....	3
TYPEFACES.....	4
MARKETING.....	5

BRAND TONE AND VOICE

The Thread Up Oxford and Uptown Threads brands are irreverent but professional, and passionately dedicated to textile waste reduction.

Irreverence

We embrace a touch of irreverence that keeps things light-hearted and relatable. It's the subtle humor and genuine personality that make our communication approachable without compromising the professionalism that underpins everything we do.

Professional Clarity

In our words and actions, professionalism is non-negotiable. Our brand voice is clear and reflects the high standards we uphold. This professionalism ensures that our messaging is not only impactful but also instills confidence in our stakeholders.

Passionate Commitment

Our commitment to reducing textile waste is the purpose of our organization. Whether it's advocating for change or sharing insights, our brand voice echoes the unwavering dedication of our team.

Authenticity in Expression

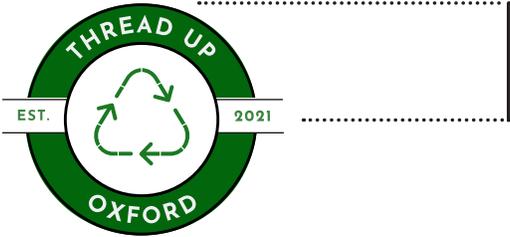
Our brand voice is authentic and genuine. It represents real people with real convictions. We communicate in a way that connects with our audience on a human level, fostering understanding and engagement.

LOGO FORMATS

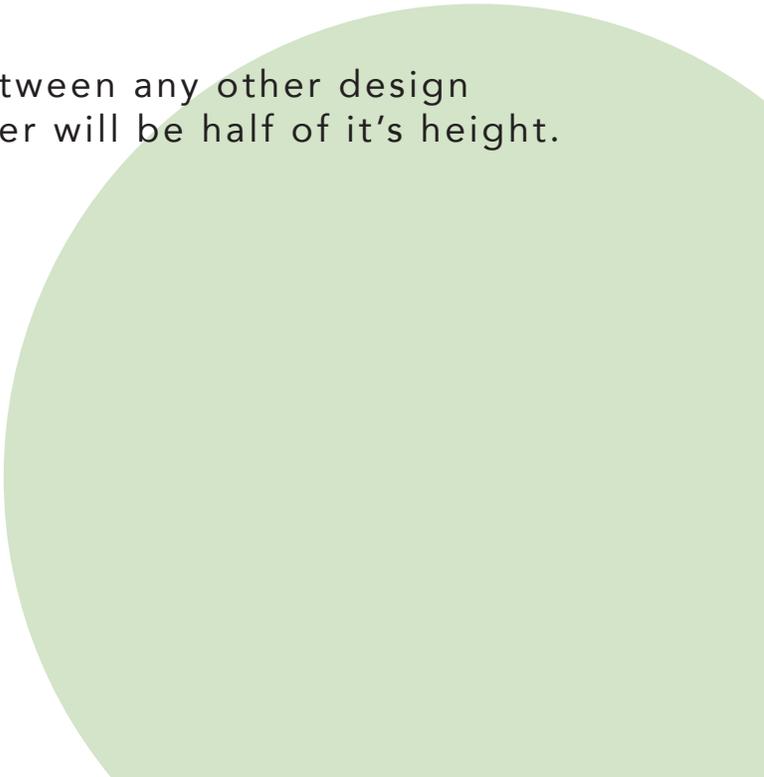
Uptown Threads



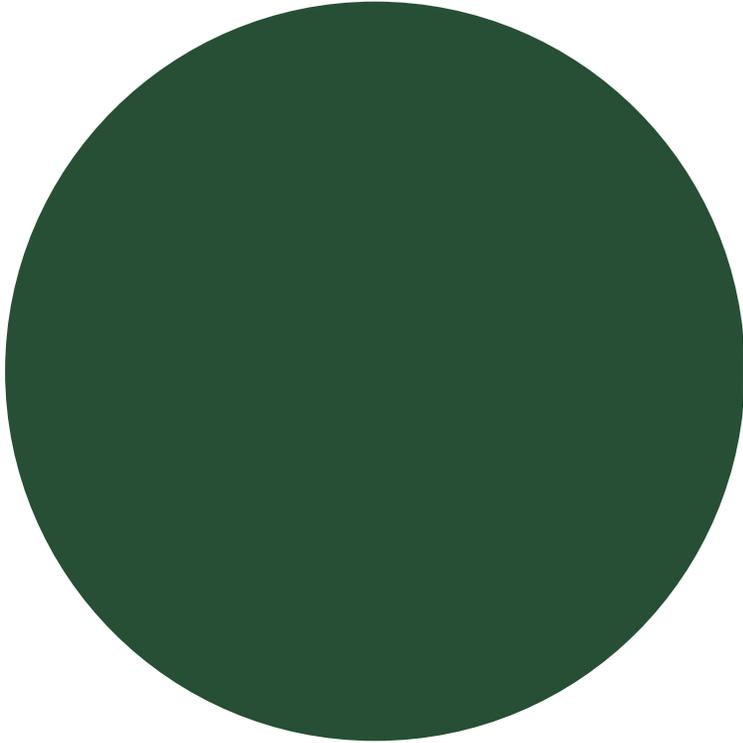
Thread Up Oxford



Logos will always have a border between any other design element. The thickness of the border will be half of it's height.

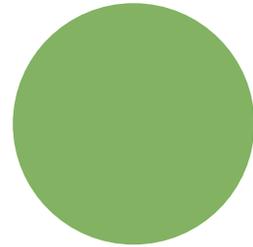


COLOR PALETTE



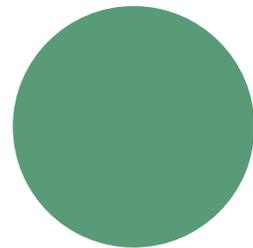
DARK GREEN

#264F35



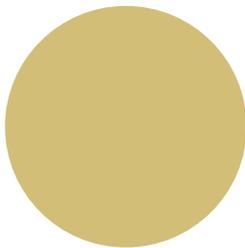
LIGHT GREEN

#82B262



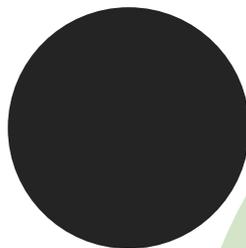
GREEN

#599B78



TAN

#D3BE78



BLACK

#242424



WHITE

#F3F4F4

TYPEFACES

Typeface 1: Avenir

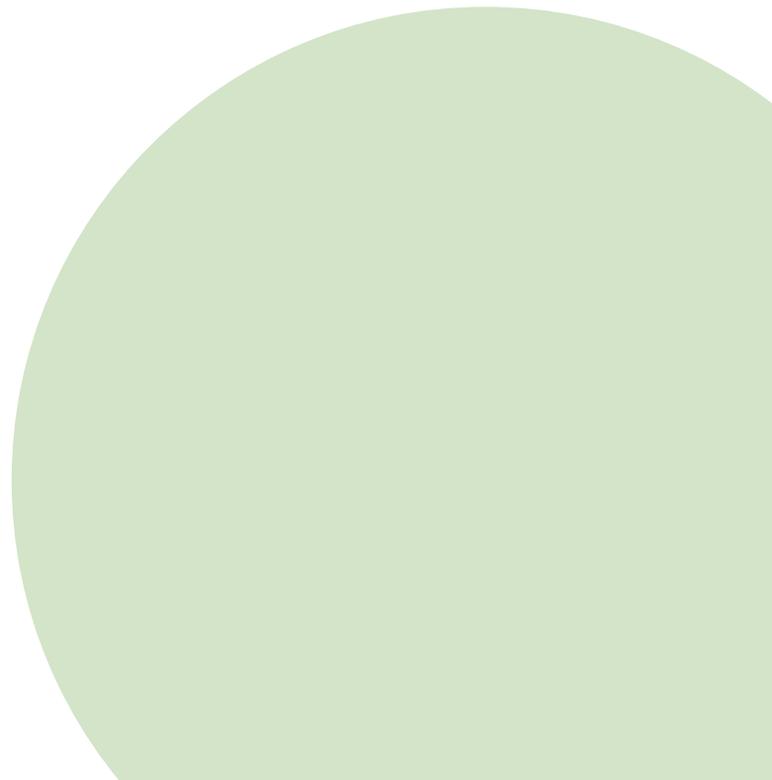
Used for headings and body text. All variations: light, oblique, book, roman, medium, heavy, black.

Typeface 2: POTATO LIGHT

FONT USED IN UPTOWN THREADS LOGO. ONLY OTHER USE IS FOR ACCENTS.
(100 KERNING)

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Heavy

POTATO LIGHT



MARKETING AND DIGITAL PRESENCE

Visual Storytelling

Every piece of collateral has to tell a visual story of our commitment to textile waste reduction. Imagery and compelling narratives must convey the dedication of our team, ensuring that our advocacy for change is not only seen but felt.

Social Media

Across social media channels, we maintain consistent colors and an attitude that captures attention and prompts conversations. Our posts should be simple, fun, and clear to create a digital space that feels professional while being authentic and approachable.

In our digital interactions, authenticity is key. We connect with our audience on a personal level, fostering a sense of community. Our online presence isn't just a showcase of products; it's a digital expression of our brand's authenticity and dedication.

Marketing

Every campaign, strategy, and initiative is infused with our unique brand voice, ensuring that our message resonates with authenticity and purpose.

In all marketing materials, professionalism is non-negotiable. Our voice remains clear and consistent, reflecting the high standards we uphold, while instilling confidence in our stakeholders and reinforcing our credibility.